

DISPLAY APPARATUS AND DISPLAY DRIVING METHOD FOR  
EFFECTIVELY ELIMINATING THE OCCURRENCE OF  
A MOVING IMAGE FALSE CONTOUR

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ABSTRACT OF THE DISCLOSURE

10           A display apparatus displaying gray scale by using a  
subfield method has a gain control circuit, a sub gain  
control circuit, and an error diffusion circuit. The  
gain control circuit has the number of gray scale levels  
of an input signal and outputting a first intermediate  
15   image signal with a first number of gray scale levels,  
and the sub gain control circuit receives the first  
intermediate image signal, compresses the number of gray  
scale levels of the first intermediate image signal, and  
outputs a second intermediate image signal with a second  
20   number of gray scale levels. The error diffusion circuit  
receives the second intermediate image signal and  
increase the number of gray scale levels by simulating  
additional gray scale levels through error diffusion.